

The Business Accelerator

Fall 09



NEWSWIRE

EXPERIENCE A COMPLETELY NEW GENERATION OF VIRTUAL WORLD BUSINESS SIMULATIONS

BTS has teamed with new media innovator Visual Purple to bring to the world of business the high-involvement, self-discovery learning found in consumer virtual world experiences like Sim City and Second Life.

"Winning in Wireless" ports an existing BTS business acumen simulation into a virtual world where participants become totally immersed in determining how to optimize the success of their enterprise in the face of a phalanx of industry-specific challenges and threats.

This proof-of-concept tour de force illustrates first hand how to employ virtual worlds to accelerate the acquisition of difficult concepts through an almost mesmerizing level of engagement that sustains participant attention and ensures that key learning discoveries will be retained.

Why virtual worlds for serious business simulations?

Virtual worlds work! Virtual worlds are proven to effectively engage at many levels and are a potent tool when unleashed with purpose and resolve. Learners can access a business simulation and drive its evolution while witnessing first-hand the results of their interactions. This reality-based, interactive virtual world combines proven instructional design and cutting-edge technology to effectively showcase the value of using virtual world simulation environments to create complex and in-depth training platforms. Reduced training time and improvement of overall job effectiveness are immediate benefits. In addition to providing an interesting environment and experience for individual learners, the virtual world simulation provides cross training designed to increase organizational effectiveness by familiarizing users with the tasks, skills, and difficulties faced by others within the organization – a truly powerful way to "walk in the shoes of your colleagues."

A more affordable option compared with other "traditional simulation" options, BTS' and Visual Purple's virtual world model allows companies to reduce training costs by up to two-thirds. This ability to drive down costs per seat is very appealing to corporations, especially in today's economic climate, and was a primary driver in the selection of virtual world technology for this project.

The immersive virtual world training environment provides the context and framework for users to learn, but it is the user who builds the details of the story as they go. The pedagogy behind this type of "bottom up" training is instructionally proven; users learn by doing, creating stories as they accomplish their quests (jobs, tasks, missions, etc.). The freedom, choice, and discovery incorporated into this type of instructional design are not only highly engaging, but also provide the most cost-effective training.

Additionally, clients value the greater flexibility of the virtual world medium, the enhanced user experience, and the opportunity for richer data collection. In addition to the greater efficacy and enhanced user experience, the greatest value has been cost savings. The virtual world production process produces high-impact learning for a fraction of the cost of producing similar training in a traditional, 3D simulation format. Be on the cutting edge of learning and development; visit the following link to learn more: http://www.visualpurple.com/Trailers/wiw_trailer.htm. Or contact Dave Ackley at dave.ackley@bts.com or 203 316-2740 to see if virtual world simulation is the right fit for your organization for increased training value and high return on investment (ROI).

The Business Accelerator is a quarterly publication from BTS, the world leader in customized business simulations and other discovery learning solutions that enable leading corporations to change, grow and succeed.

Rommin Adl, Newsletter Editor in Charge

Should you wish to unsubscribe for any reason, please [email us](#) and put "Unsubscribe Me" in the subject line.

Corporate Headquarters: BTS Group AB, Grevgatan 34, 114 53 Stockholm, Sweden
 US Headquarters: BTS Stamford, 300 First Stamford Place, Stamford, CT 06902
[Forward Looking Statements Disclaimer](#)